

AMENDMENTS TO THE CLAIMS

Claims 1-37 (Canceled).

38. (Currently amended) A thin design display apparatus comprising:
a stand/pillar structure having an insert space,
a thin type display unit; and
a fitting part on the thin type display unit;
wherein the fitting part is connected to the display unit by a rotatable rotation part, and
wherein the thin type display unit is supported by the stand/pillar structure in a first usage mode, by inserting the fitting part into the insert space, and is removable by pulling out the fitting part to separate the display unit from the stand/pillar structure for support on the thin type display unit and the fitting part in a second usage mode; and
wherein rotation of the fitting part adjusts the angle of elevation of the thin type display unit in the first usage mode and the second usage mode.

39. (Currently amended) A thin design display apparatus comprising:
a stand/pillar structure having an insert space,
a thin type display unit; and
a fitting part on the thin type display unit;
wherein the thin type display unit is supported by the stand/pillar structure in a first usage mode, by inserting the fitting part into the insert space,
wherein the display unit includes a grip handle which can be gripped,
wherein the fitting part of the display unit can be pulled out and removed from the stand/pillar structure and the fitting part supports the display unit on the display unit and the fitting part in a second usage mode; and
wherein an anti removal device for preventing removal of the fitting part and a removal prevention releasing device for canceling the removal prevention against the fitting part by the anti removal device are included.

40. (Currently amended) A thin design display apparatus comprising:

a stand/pillar structure having an insert space,
a thin type display unit; and
a fitting part on the thin type display unit;
wherein the thin type display unit is supported by the stand/pillar structure, by inserting
the fitting part into the insert space,
wherein the fitting part of the display unit can be separated from the stand/pillar structure,
and
wherein a front end of the fitting part with respect to an insertional direction is formed
with an elastic member, and
wherein rotation of the fitting part adjusts an angle of elevation of the thin type display
unit when the thin type display unit is supported by the stand/pillar structure and when the thin
type display unit is separated from the stand/pillar structure.

41. (Currently amended) A thin design display apparatus comprising:
a stand/pillar structure having an insert space,
a thin type display unit; and
a fitting part on the thin type display unit;
wherein the thin type display unit is supported by the stand/pillar structure, by inserting
the fitting part into the insert space,
wherein the display unit includes a grip handle which can be gripped,
wherein the stand/pillar structure includes an anti removal device for preventing removal
of the fitting part and a removal prevention releasing device for canceling the removal prevention
against the fitting part by the anti removal device, and
wherein the removal prevention releasing device releases removal prevention of the
fitting part by a force acting in the same direction as the fitting part is inserted into the
stand/pillar structure to permit separation of the fitting part from the stand/pillar structure, such
that the thin type display unit and fitting part may be used without the stand/pillar structure by
support of the thin type display unit on the fitting part.

42. (Withdrawn) A thin design display apparatus comprising:
a stand/pillar structure having an insert space,
a thin type display unit; and
a fitting part on the thin type display unit;
wherein the thin type display unit is supported by the stand/pillar structure, by inserting the fitting part into the insert space,
wherein the fitting part of the display unit can be pulled out from the stand/pillar structure,
wherein the display unit incorporates a chargeable battery,
wherein the stand/pillar structure has a power supply unit, and
wherein the chargeable battery incorporated in the display unit is charged through the power supply unit when the display unit is supported by the stand/pillar structure.

43. (Previously presented) The thin design display apparatus according to Claim 38, wherein one of the fitting part and the insert space of the stand/pillar structure has a recess and the other has a projection so as to guide an insertional direction and removal by a cooperation of the fitting part and the insert space of the stand/pillar structure.

44. (Previously presented) The thin design display apparatus according to Claim 38, wherein a cushioning member that prevents the fitting part from swaying when the display unit is supported by the stand/pillar structure is provided inside the insert space of the stand/pillar structure.

45. (Previously presented) The thin design display apparatus according to Claim 38, wherein the display unit has a grip handle that can be gripped.

46. (Withdrawn) The thin design display apparatus according to Claim 38, wherein the stand/pillar structure includes a stand base portion formed so as to be placed in contact with a flat plane and a pillar portion provided upright on the stand base portion, having the insert space; and

the pillar portion is able to be rotatable relative to the stand base about an axis that is perpendicular to the flat plane.

47. (Previously presented) The thin design display apparatus according to Claim 38, wherein the display unit has a remote controller holder for holding a remote controller for remote controlling display of the display unit.

48. (Previously presented) The thin design display apparatus according to Claim 38, further comprising a pair of semicircular speaker portions on the left and right of the display unit.

49. (Withdrawn) The thin design display apparatus according to Claim 38, wherein the display unit incorporates a battery in a lower side.

50. (Currently amended) A thin design display apparatus comprising:
a thin type display unit having a stand-cum-joint; and
a stand/pillar structure having an insert space,
wherein the thin type display unit is supported by the stand/pillar structure, by inserting the stand-cum-joint into the insert space,
wherein the display apparatus has a first configuration in which the display unit is supported by the stand/pillar structure, and
wherein the display apparatus has a second configuration in which the stand-cum-joint of the display unit is disconnected from the stand/pillar structure to provide a stand for supporting the display unit and the length of the stand-cum-joint is such as to stably support the thin type display unit in the second configuration.

51. (Previously presented) The thin design display apparatus according to Claim 50, wherein a backside of the display unit and one end of the stand-cum-joint are connected by a rotational part that makes them rotatable.

52. (Withdrawn) The thin design display apparatus according to Claim 51, wherein a rotational axis of the rotational part extends parallel to a width direction of the display unit, and the stand-cum-joint is rotatable about the rotational axis from a position where a distal end is located on a bottom side of the display unit to a position where the distal end is located on a top side.

53. (Previously presented) The thin design display apparatus according to Claim 51, further comprising an elevation angle restraining portion which makes difference in permissible range of an angle of elevation of the display unit relative to the stand-cum-joint, between that in the first configuration and that in the second configuration.

54. (Previously presented) The thin design display apparatus according to Claim 51, further comprising an indicating means for informing a user of a fact that a pivot angle between the display unit and the stand-cum-joint is set at a recommended angle of elevation.

55. (Withdrawn) The thin design display apparatus according to Claim 51, wherein the stand-cum-joint projects down below a bottom side of the display unit when a distal end of the stand-cum-joint is set at a downmost position on the bottom side of the display unit.

56. (Previously presented) The thin design display apparatus according to Claim 51, wherein a cross section of a distal end of the stand-cum-joint is an elongate shape which is longer in a direction of a rotational axis than in a direction perpendicular to the rotational axis.

57. (Withdrawn) The thin design display apparatus according to Claim 50, wherein a cross section of the stand-cum-joint and the insert space of the stand-cum-joint are circular.

58. (Previously presented) The thin design display apparatus according to Claim 50, wherein the stand/pillar structure is further comprised of an anti removal device for preventing removal of the stand-cum-joint and a removal prevention releasing device for canceling the

removal prevention against the stand-cum-joint by the anti removal device.

59. (Previously presented) The thin design display apparatus according to Claim 50, wherein one of the stand-cum-joint and the insert space of the stand/pillar structure has a recess and the other has a projection so as to guide an insertional direction and removal by a cooperation of the stand-cum-joint and the insert space of the stand/pillar structure.

60. (Previously presented) The thin design display apparatus according to Claim 50, wherein a cushioning member that prevents the stand-cum-joint from swaying in the first usage mode is provided inside the insert space of the stand/pillar structure.

61. (Previously presented) The thin design display apparatus according to Claim 50, wherein the distal end of the stand-cum-joint is formed with an elastic member.

62. (Previously presented) The thin design display apparatus according to Claim 50, wherein the display unit has a grip handle that can be gripped.

63. (Previously presented) The thin design display apparatus according Claim 62 wherein the grip handle has a fixture portion to be fixed to the display unit and a remote controller holder for holding a remote controller for remote controlling the display unit in the fixture portion.

64. (Previously presented) The thin design display apparatus according to Claim 62, wherein the grip handle and the stand-cum-joint are formed in an integral manner as a joined structure that can be connected to the display unit.

65. (Withdrawn) The thin design display apparatus according to Claim 50, wherein the stand/pillar structure includes a stand base portion formed so as to be placed in contact with a flat plane and a pillar portion provided upright on the stand base portion, having the insert space; and

the pillar portion is able to be rotatable relative to the stand base about an axis that is perpendicular to the flat plane.

66. (Previously presented) The thin design display apparatus according to Claim 50, wherein the display unit has a remote controller holder for holding a remote controller for remote controlling display of the display unit.

67. (Previously presented) The thin design display apparatus according to Claim 50, further comprising a pair of semicircular speaker portions on the left and right of the display unit.

68. (Withdrawn) The thin design display apparatus according to Claim 50, wherein the display unit incorporates a battery in a lower side.

Claims 69-79 (Cancelled).

80. (Previously presented) A thin design display apparatus comprising:
a thin type display unit;
a grip handle; and
a stand-cum-joint having one end which is connected to a backside of the display unit by means of a rotatable rotational part,
wherein the display unit is supported by a stand/pillar structure, by inserting the stand-cum-joint into an insert space of the stand/pillar structure,
wherein the display apparatus has a first configuration in which the display unit is supported by the stand/pillar structure,
wherein the display apparatus has a second configuration in which the stand-cum-joint of the display unit is pulled out from the stand/pillar structure to provide a stand for supporting the display unit, and
wherein the display apparatus has a third configuration in which the stand-cum-joint of the display unit is pulled out from the stand/pillar structure and the grip handle is engaged with a

projection projected from a wall surface.

81. (Previously presented) The thin design display apparatus according to Claim 80, wherein the display unit has a remote controller holder for holding a remote controller for remote controlling display of the display unit.

82. (Previously presented) The thin design display apparatus according to Claim 80, further comprising a pair of semicircular speaker portions on the left and right of the display unit.

83. (Previously presented) The thin design display apparatus according to Claim 80, wherein the display unit incorporates a battery in a lower side.

Claims 84-89 (Cancelled).

90. (Currently amended) A display unit detaching method, wherein a thin type display unit having a grip handle and a fitting part is removably supported by a stand/pillar structure, by inserting the fitting part into an insert space of the stand/pillar structure, and removal of the fitting part is prevented by an anti removal device, comprising the steps of:

pulling up the grip handle so as to cause a force to act in the direction in which the fitting part is separated from the stand/pillar structure, and applying a force on the anti removal device, at the same time, in the same direction as the fitting part is inserted into the stand/pillar structure, so as to detach the fitting part of the display unit from the stand/pillar structure, and

applying a force to the fitting part to adjust the angle of the fitting part with respect to the display unit to provide stable support when separated.

91. (Currently amended) A thin design display apparatus comprising:

a thin type display unit;

a fitting part pivotably mounted on the thin type display unit; and

a removable stand structure having an insert space adapted to slidingly, removably

receive the fitting part, the stand structure supporting the thin type display unit when the fitting part is in the insert space,

whereby pivoting of the fitting part permits adjustment of the angle of the thin type display unit when it is supported on the stand structure and when it is supported by the fitting part and the thin type display unit.

92. (Previously presented) The thin design display apparatus of claim 91 including a grip handle on the thin type display unit.

93. (Previously presented) The thin design display apparatus of claim 91 including an elastic member on at the second portion of the fitting part.

94. (Previously presented) The thin design display apparatus of claim 91 including a removal prevention device for selectively preventing removal of the fitting part from the insert space.

95. (Previously presented) The thin design display apparatus of claim 91 wherein said stand structure comprises a base and a pillar projecting from said base.

96. (Previously presented) The thin design display of claim 94 wherein said stand structure comprises a base and a pillar projecting from said base and including an actuator shiftable toward and away from said base, said actuator moving said removal prevention device to a releasing position when shifted toward said base.

97. (Previously presented) The thin type display of claim 91 wherein said fitting part includes an opening and said stand structure includes a projection adapted to project into the opening in the fitting part when the fitting part is inserted in the insert space.

98. (Previously presented) The thin type display of claim 97 including a release actuator

for moving said projection out of said opening, said release actuator being movable in a direction parallel to a longitudinal axis of said fitting part.

99. (Previously presented) A method comprising the steps of:
providing a thin type display unit having a fitting part pivotably mounted on the thin type display unit, the thin type display unit having a peripheral edge;
providing a stand having an insert space;
inserting the fitting part into the insert space so that the thin type display unit is supported by the stand;
separating the thin type display unit from the stand;
pivoting the fitting part to a first position with respect to the thin type display unit; and
placing the thin type display on a horizontal surface so that the thin type display is supported by the peripheral edge and the fitting part.

100. (Withdrawn) The method of claim 99 including the additional steps of:
pivoting the fitting part to a second position with respect to the thin type display; and
hanging the thin type display on a projection on a vertical surface.